

# The Selling System

**Simple. Powerful. Proven effective.**

**Based on the skills and strategies of a legendary sales producer, this program was originally developed for a highly achievement-oriented client and within a short time-frame achieved outstanding results. The BEST Selling System has continued to bring about exceptional increases in sales performance by teams from widely varying industries and marketplaces.**

While fundamental sales psychology and processes remain the same, we know that every organisation and buying environment varies in systems, strategies and language – we therefore customise the BEST Selling System specifically for each sales environment.

Central to its philosophy is a fundamental commitment to customer goals-driven, service-based selling. A major key outcome is an enhanced skill in determining and demonstrating buyer-value, minimising the issue of price.

## **Key features of the System are:**

- ⊙ Your language, values and cultural orientation
- ⊙ Developed from the skills and experience of proven sales performers in an ethical environment
- ⊙ Simple, easy to learn and remember, as a strong basis for coaching and self-management
- ⊙ Designed around vital adult learning principles of spaced input, management involvement, and 'real play' on the job to ensure relevance

The BEST Selling System is ideal for any group with 'sales reluctance' or 'closing' challenges. It is based strongly on the service ethic, with relationship emphasis.

Highly experienced salespeople find the program as stimulating as the novice, with a strong 'reminder' factor and fresh aspects of time-proven concepts, as well as huge new insights on buying psychology and behaviour.

## **The program is customised for each group, however typically includes:**

- The benefits of using a selling 'system' to ensure sound self-management and consistent success
- The BEST Selling System - the process and the principles of successful selling
- Relationship-building skills to support trust and rapport development
- Understanding and supporting different customer behaviours
- Professional questioning and listening skills
- Identifying and confirming individual buying motives and 'value drivers'
- Establishing customer expectations and ideal outcomes
- Specific value-driven strategies for a price-driven marketplace
- Developing relevant customer benefits
- Negotiating customer concerns and objections
- Closing without pressure

Success measurements are agreed in advance with a commitment to ensure results.

## **PROGRAM DESIGN**

The BEST process begins with a Diagnostic Evaluation and Cultural Assessment, to ensure:

1. That the program is customised appropriately to your needs and with your own language, product references and service processes
2. That there is strong participant ownership of the program, with much team input into the actual program content, and
3. That we are able to identify for you, and work with in our design and facilitation, any systemic issues that may currently inhibit optimal sales performance.

We've learned over the years that 'one-hit' training programs just don't work. They deliver information, but they don't change behaviour. The only really effective programs require spaced repetition and management involvement. So the BEST Selling System is conducted the following way:

1. An initial intensive one-day workshop introducing the entire system and all the essential BEST Selling skills and strategies.
2. Then we train your managers to facilitate a series of six weekly one-hour 'follow-up' sessions, where 'real plays' on the job are discussed and debriefed. This thoroughly embeds the learning, and gives your leaders ownership and expertise on the program content. It positions them as the experts, and provides them with the confidence they need to continually coach your people to ensure your training dollars are effectively invested in behavioural change.
3. At the completion of the program we help you hold a 'Sellabration' session where the participants revise and celebrate their learning experiences and new skills and outcomes. We have seen and heard some amazing success stories during this 'final' stage of the program.
4. In fact it's often not final – managers and team leaders usually want the program to continue, and many have developed further ongoing sessions with our help and support.

To ensure optimal outcomes, the BEST implementation process ideally has Managers trained in the BEST Leadership Development Program which includes:

- ◆ Qualities of successful leadership
- ◆ The task/people balance in leadership
- ◆ Key Success Areas for Team Leaders
- ◆ Strategic communication skills
- ◆ Successful presentation and facilitation skills
- ◆ Effective conflict resolution
- ◆ Managing different behavioural styles
- ◆ Successful delegation
- ◆ How to give constructive guidance and correction
- ◆ Targeted time management

Alternatively, if you already have a strong leadership development program in place, we can conduct a simple half day Follow-Up Session Leader training, to ensure your Managers have the confidence and competence to conduct the follow-up sessions to BEST effect.

## **TRAINING METHODOLOGY**

Workshops can be conducted for up to 25 participants, who will be divided into clusters of 5 or 6. The minimum effective group size is 8-10, as much learning takes place from participant interaction.

Equipment used is kept to a minimum, to allow real-time discussion and involvement; flip charts and workbooks are our preferred media. Additionally, memento items such as coffee mugs are provided to act as ongoing memory joggers.

Although intensive and hard-working, the entire program is lively, interactive and enjoyable, providing valuable discovery-learning processes in a friendly environment.